

Subject: Re: Re: Downtowners of Distinction
From: "Nhien Lasky" <NLasky@ccala.org>
Date: 12/20/2016 08:41 PM
To: "Henna Sherzai" <HSherzai@downtownla.com>

Ok sounds good.

Nhien Lasky
CCA / 213-416-7531

On Dec 20, 2016, at 4:31 PM, Henna Sherzai <HSherzai@downtownla.com> wrote:

Can we split the ½ page ad into two ¼ page ads? The sponsorship details were in the .pdf I sent- looks like two ads and logo. I'll copy you on my email to Michael Lamb to confirm our sponsorship. From there, you'll just need to get your half of the assets to DT News.

From: Nhien Lasky
Sent: Tuesday, December 20, 2016 4:21 PM
To: Henna Sherzai <HSherzai@downtownla.com>
Subject: RE: Downtowners of Distinction

She said it was cool to split it again. What do you need on my end?

From: Henna Sherzai
Sent: Tuesday, December 20, 2016 11:54 AM
To: Nhien Lasky
Subject: FW: Downtowners of Distinction

We split a \$5k Silver sponsorship last year. Should we start to separate these? I always thought the split ad creatives were a little strange. See attached.

From: Michael Lamb [<mailto:michael@downtownnews.com>]
Sent: Tuesday, December 20, 2016 9:37 AM
To: Henna Sherzai <HSherzai@downtownla.com>
Subject: Downtowners of Distinction

Hey Henna

Hope all is well.
Was wondering if we could sign you and CCA up for the Downtowners of Distinction at the same level as last year?
That would be the Silver Sponsor. You will be included in all of the December emails

promoting the event.....

Thanks

Happy Holidays!

Michael Lamb
Account Executive
Los Angeles Downtown News
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